

**Frequently Asked Questions:**

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**What is The Alternative Board® ?**

The Alternative Board® is an international membership organization of CEOs, presidents and business owners who improve their companies by attending monthly board meetings led by experienced facilitators trained in the TAB process. Members share experience and expertise to help one another avoid mistakes and overcome challenges.

**Who will be my fellow TAB Board members?**

In order to qualify for membership, each board member must be the majority shareholder or prime decision-maker within their firm. TAB Board members lead companies that don't compete with other members of their board or maintain in a key vendor relationship with another member of the board.

**How will TAB help improve my company?**

TAB Board members are from non-competing businesses and are not locked into your way of thinking. They can help you think outside the box. You'll view things from a broader perspective and avoid mistakes by learning how peers solved similar problems. TAB members learn to deal more effectively with both personal and business issues. This diversity of backgrounds, providing between 200-300 years of combined experience on each TAB Board, will allow you to accelerate your learning curve on the opportunities and challenges facing your company.

**How will I benefit from being on a TAB Board?**

The primary benefit of membership on a TAB Board is an opportunity to surround yourself with experienced, successful business executives, month after month, and be able to "pick their brains" in a relaxed, confidential environment. None of the board members have anything to gain or lose from the information discussed, so there are no hidden agendas. You will be able to immediately apply your board's practical expertise to your business.

**Who is the TAB-Certified Facilitator?**

Each TAB Board is led by an experienced businessperson who is an expert in key areas of operating a business. Each facilitator has either operated a successful business or been a consultant to leaders of companies for at least 7 years.

**What is the role of the TAB-Certified Facilitator?**

Besides facilitating the monthly board meeting, the TAB-Certified Facilitator will meet with each member for private coaching sessions between the board meetings and constantly monitor the progress you are making in accomplishing the goals you establish when you join the board. In addition, the facilitator assists in helping the board prioritize and sequence your strategies into a logical planning process, as well as holding you accountable for the implementation of strategies recommended by the board and accepted by you to improve your business.

**But my business is unique, how are others going to help with my product or service?**

They're not. The reason you are in the business you are in is because you are an expert in that particular product or service. However, 75-80 percent of the opportunities and challenges in your business have nothing to do with the product you are selling or the service you are providing. Most business challenges today are about the management of your employees, your cash flow, taking advantage of new technologies and—most importantly—the effective use of your time as the leader of your company.

**How do I qualify to become a TAB member?**

Membership in TAB is by invitation only. Besides being the decision-maker, you must be committed to improving your business. We conduct a personal interview/initial coaching session in your office to determine your business experience and establish your willingness to assist others. In addition, each existing board member must be in favor of inviting you to join.



Dick Wooden,  
TAB Certified Facilitator  
SBL Certified Coach